



# City of Tigard

## *Telephone Survey of Voters*

### October 2014

# Methodology

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- ▶ Live telephone survey of registered voters in the City of Tigard
- ▶ Conducted October 2 to 8, 2014 by trained, professional interviewers from a central, monitored location
- ▶ 300 total interviews, with an overall margin of error of  $\pm 5.7$  points at the 95% confidence interval

*Please note that due to rounding, some percentages may not add up to exactly 100%.*

# Most Important Problem

*Voters cite traffic, congestion, and other transportation issues as by far the most important problem facing Tigard.*

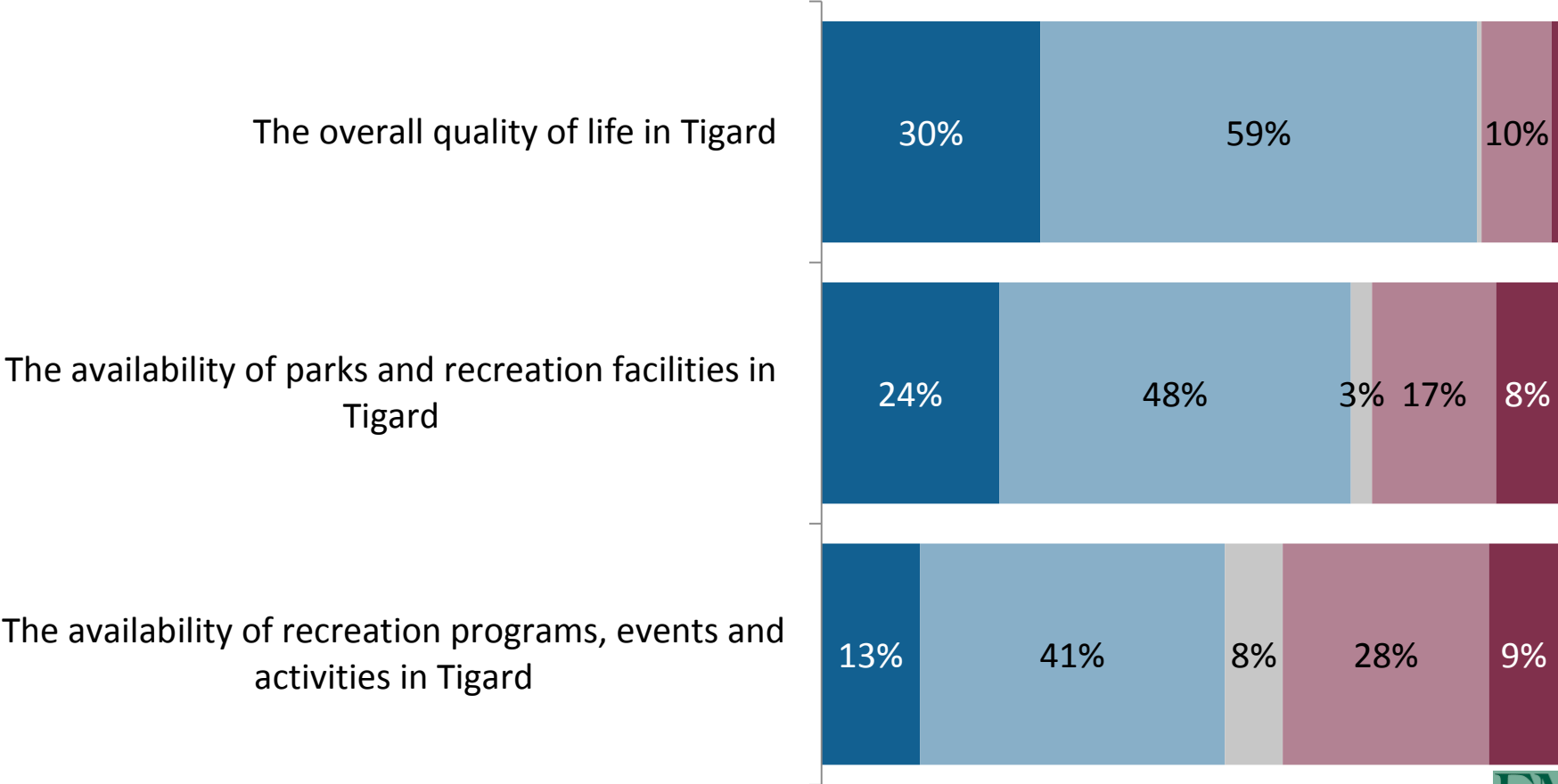
Mention	%
Traffic, Congestion	40%
Growth, Development, Overcrowding	8%
Education, Schools	7%
Mass Transit, Light Rail, Transportation	6%
Infrastructure, Roads	6%
Construction	4%
Water	3%
Taxes	2%
Money Management, Spending	2%
Jobs, Economy	2%
Downtown Issues	2%
Other	8%
No/None/Nothing	3%
Don't Know/Refused	18%

Q3. To get started, what do you think is the most important problem facing the City of Tigard today?

# Ratings of City Services and Programs

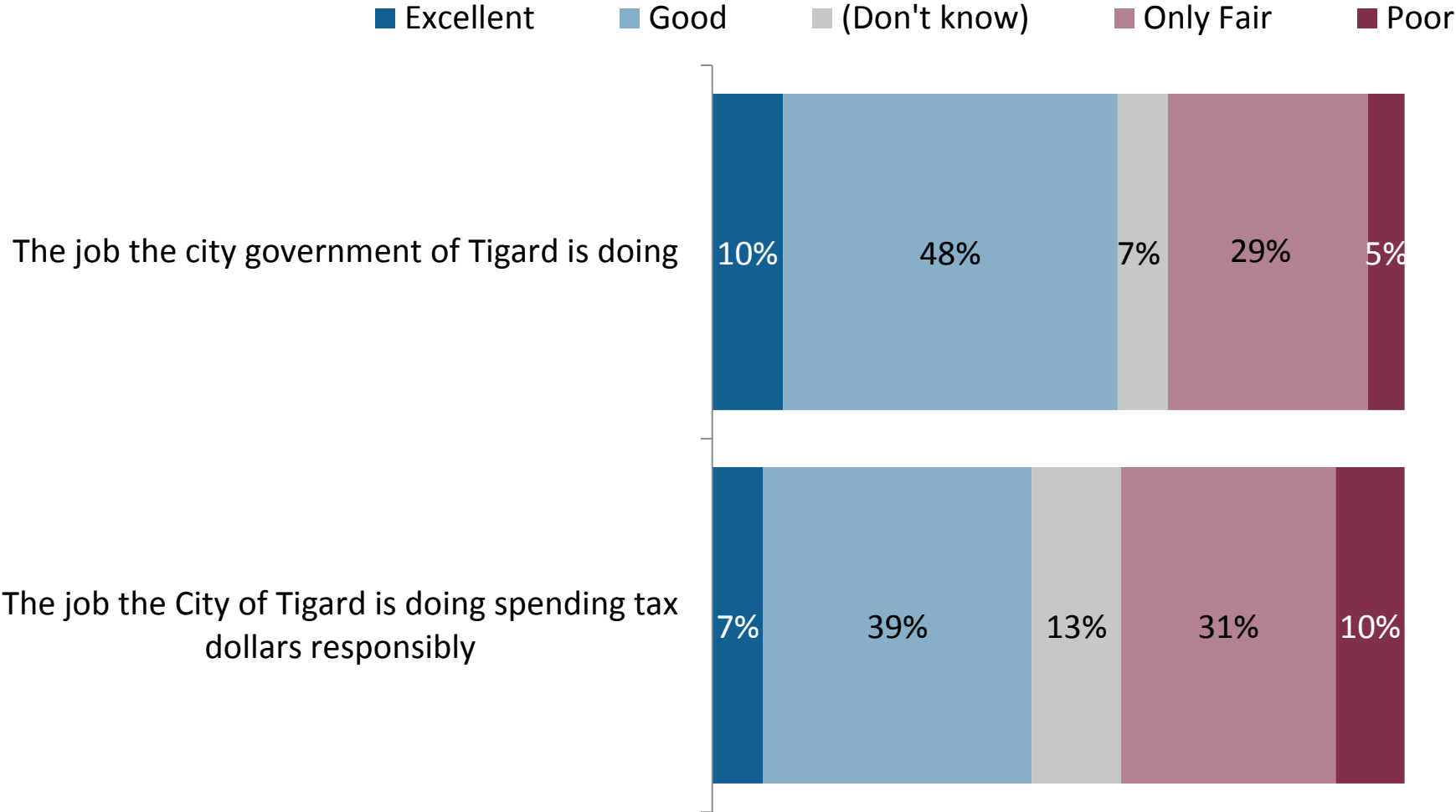
*Voters are overwhelmingly positive about the quality of life in Tigard. While ratings for the availability of parks and recreation facilities are positive, ratings for availability of programs and events is noticeably lower though still positive.*

■ Excellent    ■ Good    ■ (Don't know)    ■ Only Fair    ■ Poor



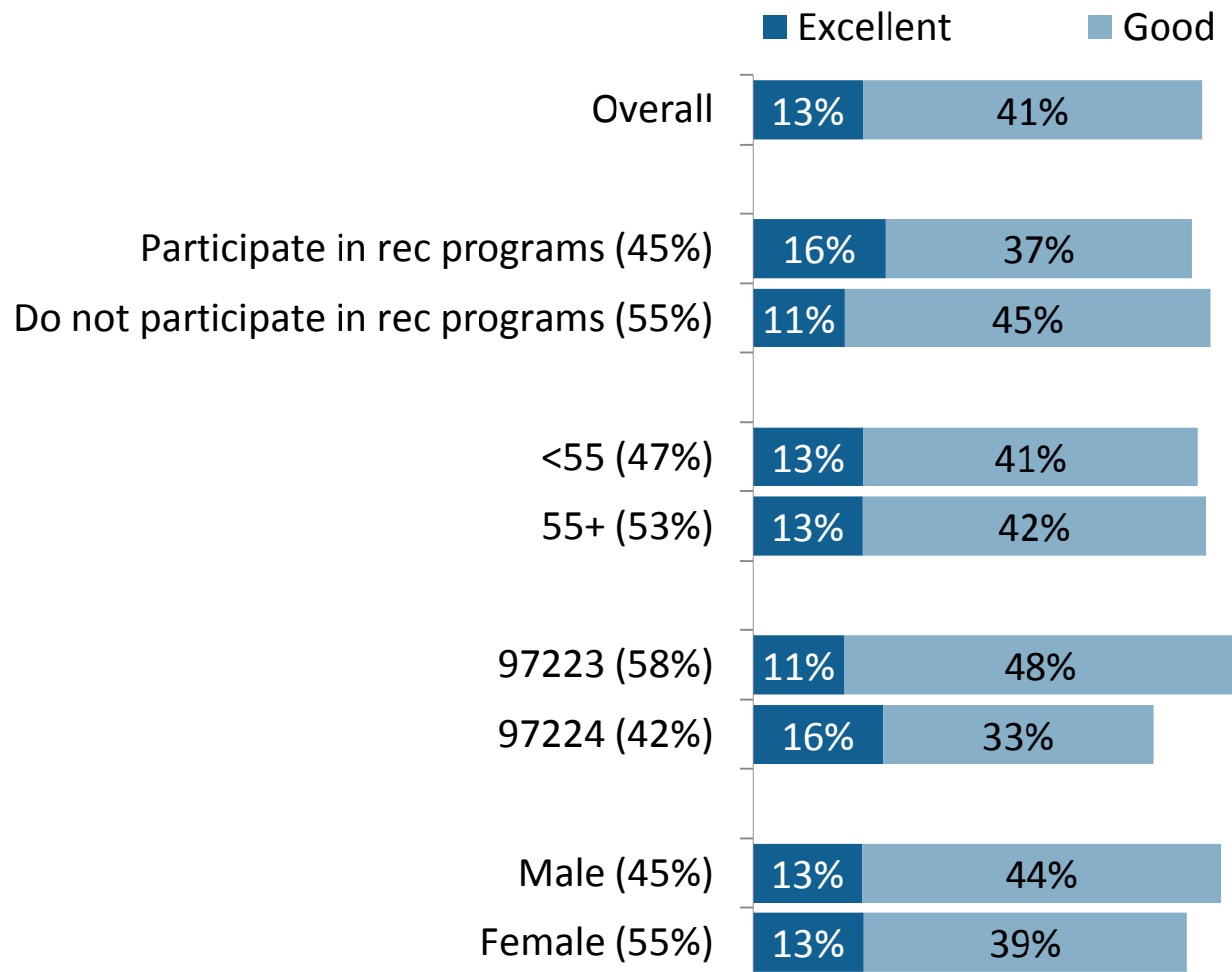
# Ratings of City Management

*A majority of voters give positive ratings to the job the government of the City of Tigard is doing, while ratings for the job the city is doing spending tax dollars is nearly evenly split between positive and negative.*



# Comparing Ratings of Rec Programs By Subgroup

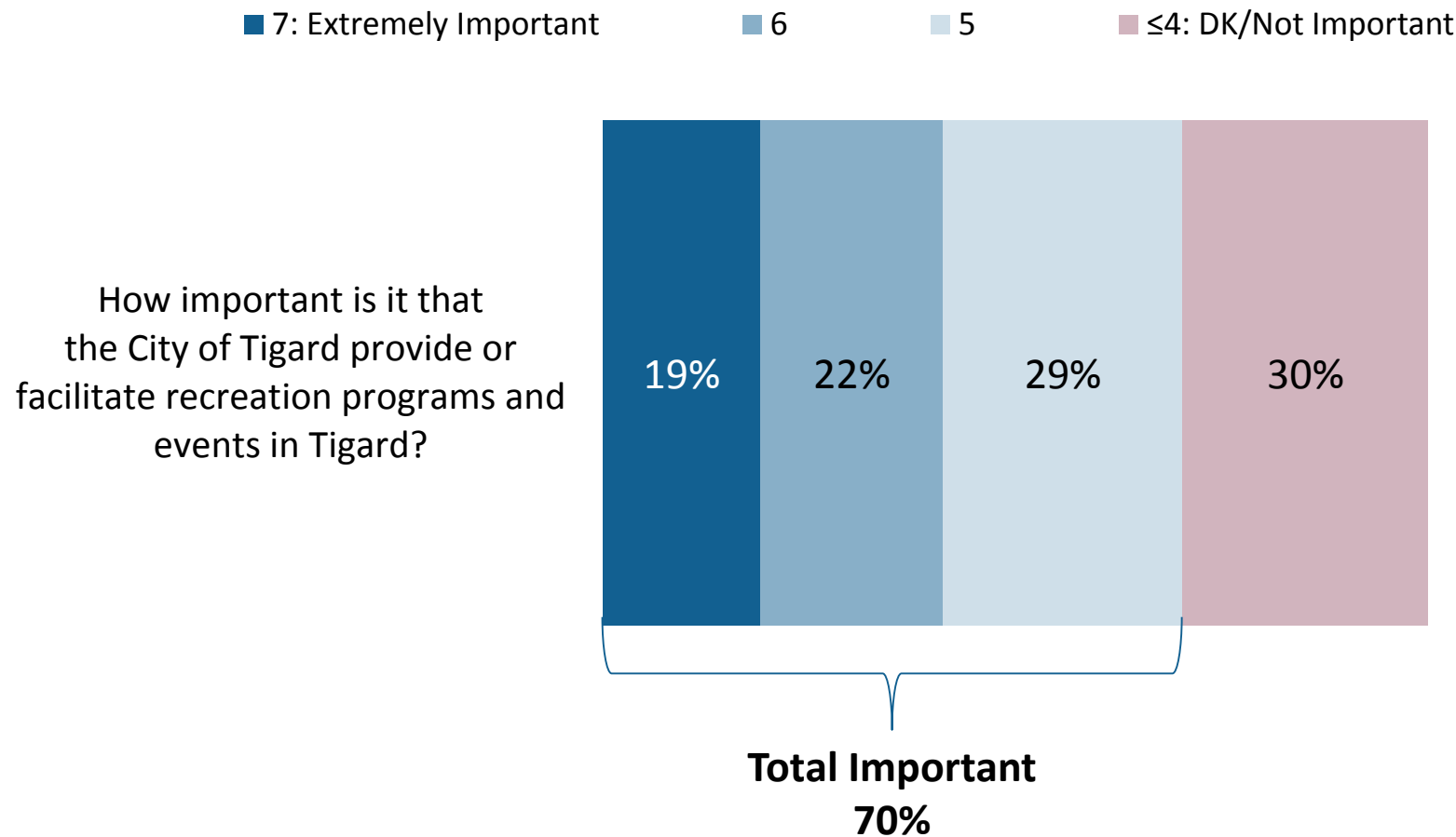
*A breakdown of the job performance rating for the availability of recreation programs shows that the positive ratings, while not intense, do extend to virtually all major subgroups.*



Q4-8. Using a scale of excellent, good, only fair, or poor, how would you rate each of the following? The availability of recreation programs, events and activities in Tigard

# Importance of Recreational Programming

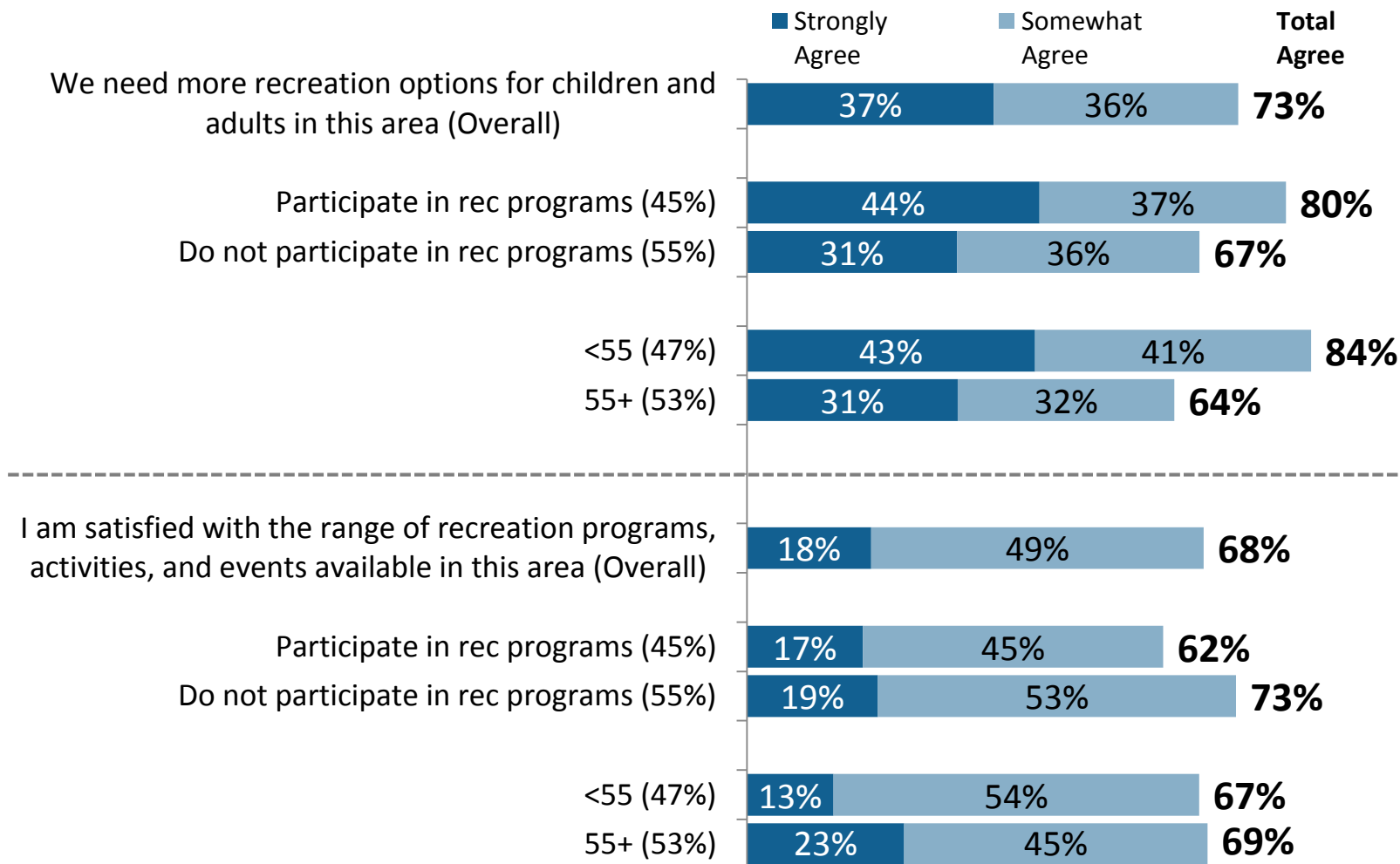
*While a significant majority (70%) of voters say that it is important for the City to provide or facilitate recreation programs and events in Tigard, the intensity is soft. Only two in ten (19%) say it's extremely important for the City to do.*



Q9. Providing recreation programming would be a new service for the City of Tigard. On a scale of one to seven, where one is not important at all and seven is extremely important, how important is it that the City of Tigard provide or facilitate recreation programs and events in Tigard?

# Statements – Recreational Programming

*Although overall agreement is similar, there is clearly a higher level of intensity around the need for more recreation programs for children and adults in the area. In fact, intensity (“Strongly Agree”) is at least double or more in two important subgroups.*

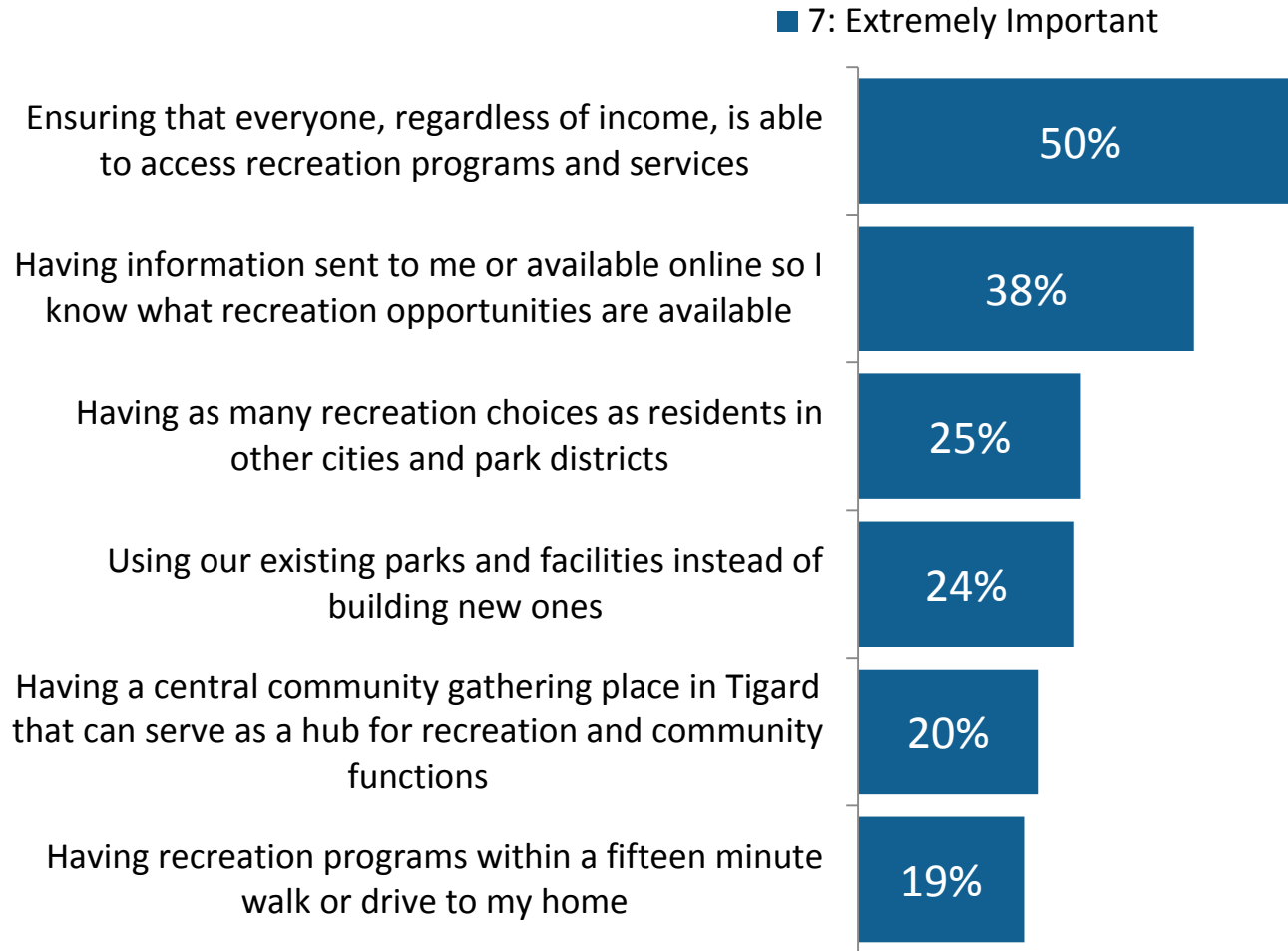


Q10-12. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.



# Recreational Opportunities

*Ensuring that **everyone** has access to recreation programs and services is most important to voters; perceived importance for accessible recreation information is strong but not as high.*



Q13-18. Moving on, I'd like to ask about some potential options for recreation opportunities in the area. For each one, please tell me how important you think that item is on a scale of one to seven, where one means that item is not important at all and seven means it is extremely important.

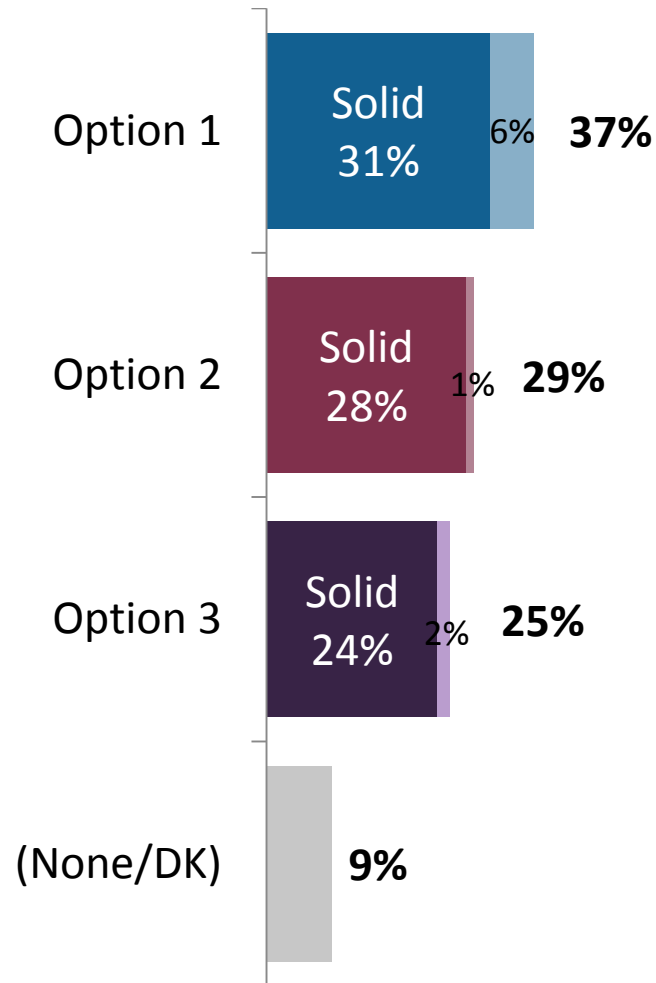
# Initial Support for Three Options

*After a brief description of the options potentially being provided by the City to enhance recreation, a plurality prefer option 1; however there is not a clear favorite. It is important to note that none of these descriptions include the cost of the option.*

**Option 1** would provide funding to organize existing programs, providers and facilities into one centralized and easily accessible guide and catalog to recreational programming in Tigard.

**Option 2** would fund the guide but would also include building a downtown event plaza; and classes and programs provided across the city at existing parks and facilities.

**Option 3** would fund construction of a multipurpose community recreation center to house a wide range of new and existing programs and activities.



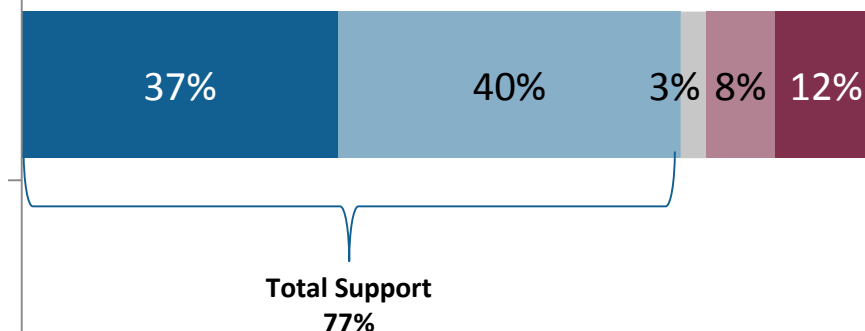
# Support for Three Options - Informed

*When voters hear more details including cost, option 1 is clearly preferred. The strong level of support for option 1 suggests some added components and additional cost would be supported.*

■ Strongly Support   ■ Somewhat Support   ■ (DK)   ■ Somewhat Oppose   ■ Strongly Oppose

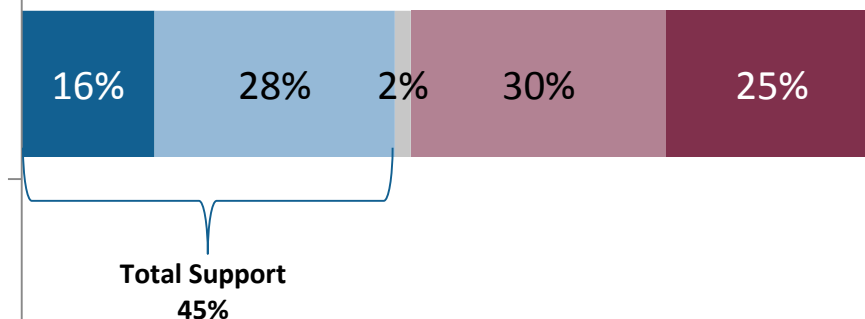
*This option would maximize the existing programs and facilities by maintaining an online and mailed catalog of all the available programs and activities in the area, giving residents an easy way to find and use them. This option would cost the owner of a \$310,000 home, the average home price in the city, about \$20 a year.*

**Option 1**



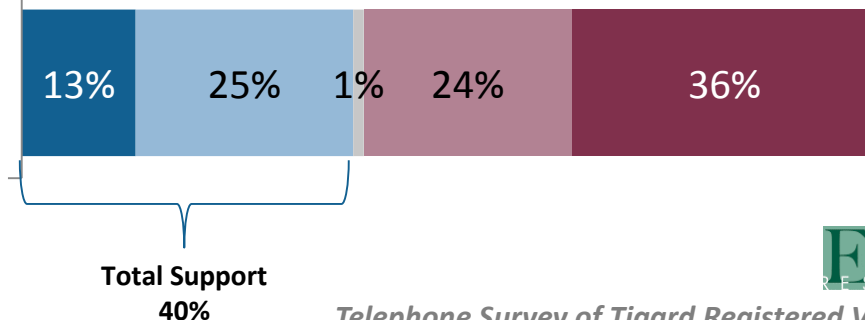
*This option funds the development of an open air downtown plaza which would serve as the central gathering point for events and programs and would also include a mobile program, packing supplies in a special van and taking classes to various parts of the city on a rotating basis. This option would cost the average homeowner about \$60 a year.*

**Option 2**



*This option funds a community center that could offer a wide variety of programs, classes, activities, and events and create a home base for recreation in Tigard. This option would cost the average homeowner about \$100 a year.*

**Option 3**

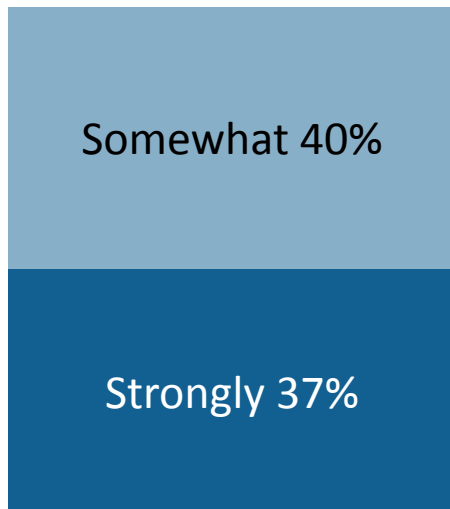


# Support for Option 1 - Informed

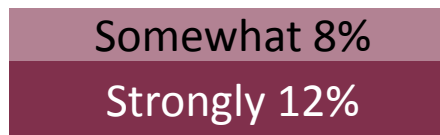
*Below is a more detailed look at the support for Option 1. Given that total support is more than three-quarters (77%) of voters, it is reasonable to assume that some additional components with some additional cost could be added to Option 1 and that it would still retain majority support.*

*Some people say that there are good recreational programs and activities in our area, but they could be enhanced. This option would maximize the existing programs and facilities by maintaining an online and mailed catalog of all the available programs and activities in the area, giving residents an easy way to find and use them. In addition to the guide, this funding would allow the City to reserve rooms in existing public facilities—such as the Library, fire stations and City Hall—for programs and classes. The final portion of this funding would enhance the grant program that helps local program providers keep programs available and affordable. This option would cost the owner of a \$310,000 home, the average home price in the city, about \$20 a year.*

## Support 77%



## Oppose 20%



## (Don't know) 3%

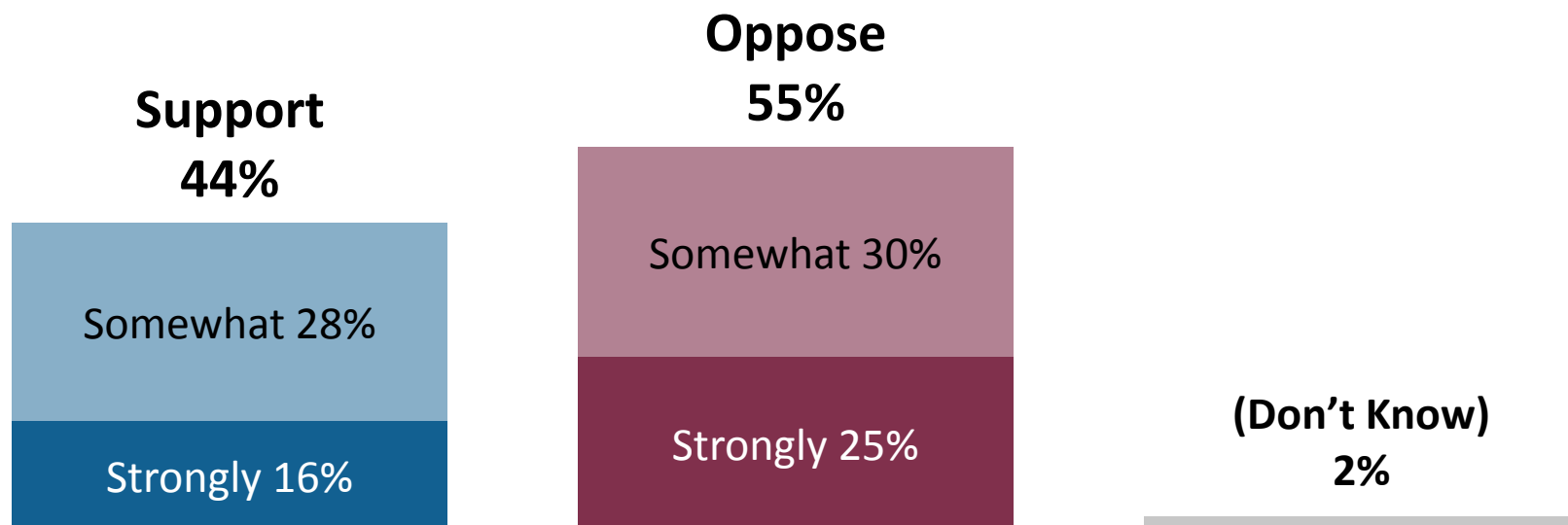


Q20. ...Knowing this, do you strongly support, somewhat support, somewhat oppose or strongly oppose this option?

# Support for Option 2 - Informed

*Option 2 has a majority of voters in opposition, with half of that opposition in the “strong” category.*

*Some say that we need a central catalog, but also say our city has grown enough that we need to start providing space for classes and programs. This option funds the development of an open air downtown plaza which would serve as the central gathering point for events and programs. This option would also include a mobile program, packing supplies in a special van and taking classes to various parts of the city on a rotating basis. This brings classes to parks and facilities that are close to home for under-served parts of our community. This option would cost the average homeowner about \$60 a year.*

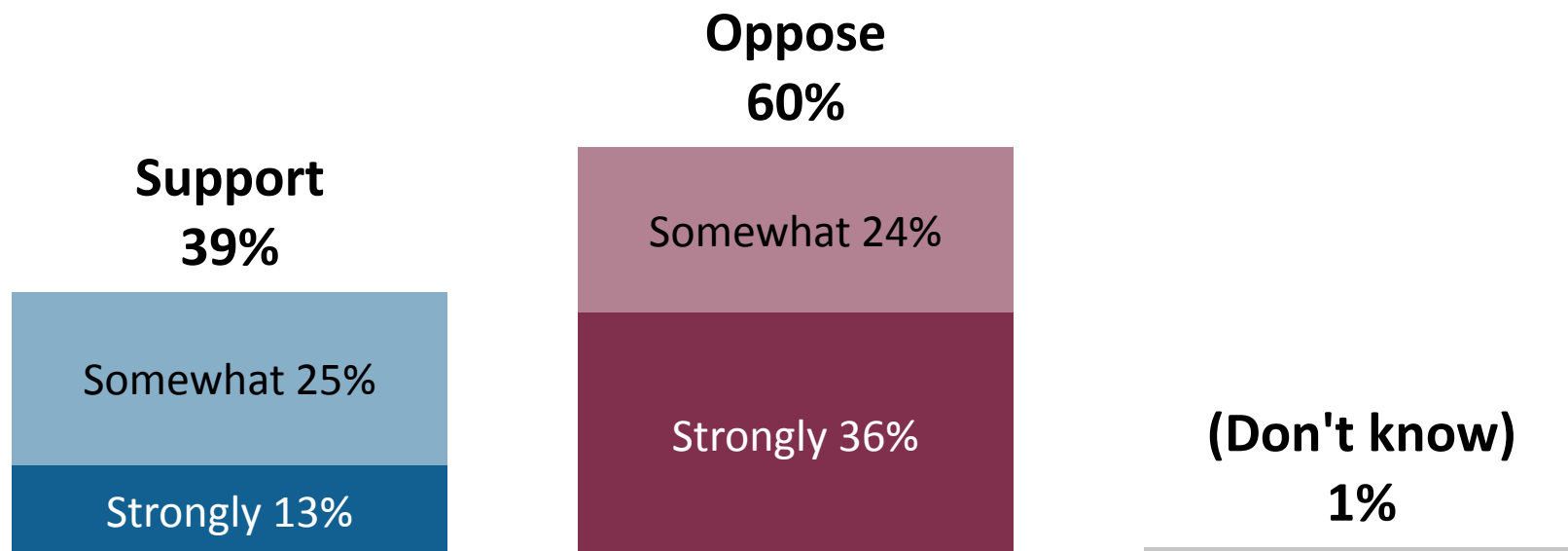


Q21. ...Knowing this, do you strongly support, somewhat support, somewhat oppose or strongly oppose this option?

# Support for Option 3 - Informed

*Opposition to option 3 is the highest, with over one-third (36%) strongly opposing it.*

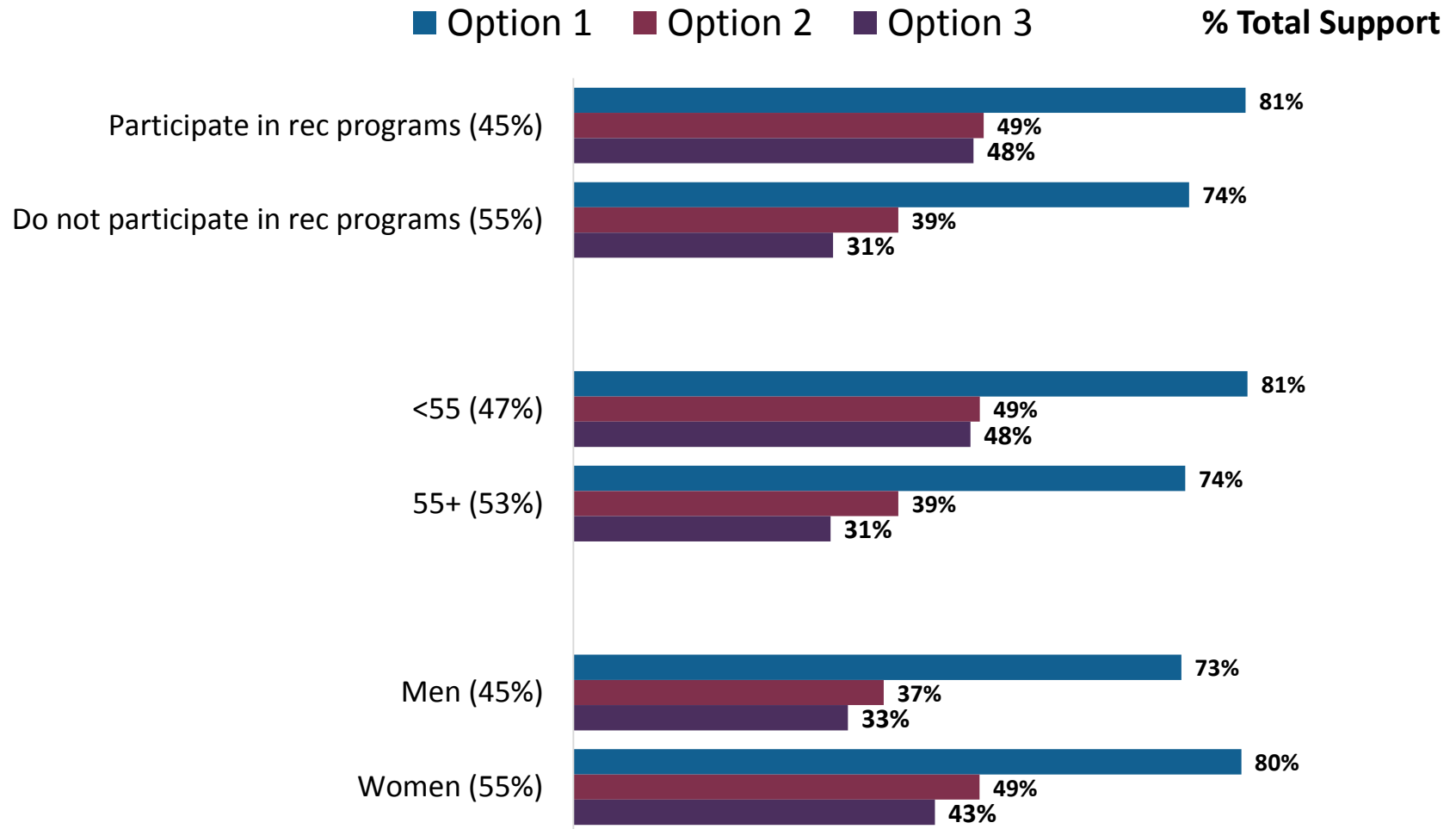
*Other people say that we are not offering nearly enough recreational opportunities in Tigard. This option funds a community center that could offer a wide variety of programs, classes, activities, and events and create a home base for recreation in Tigard. This option would cost the average homeowner about \$100 a year.*



Q22. ...Knowing this, do you strongly support, somewhat support, somewhat oppose or strongly oppose this option?

# Comparing Support for Options by Subgroup

*Those who participate in rec programs are more supportive of all three options; younger voters and women are also more supportive. Option 1 is preference among all subgroups.*



# Most and Least Favorite Aspects of Three Options

*Voters were most interested in the downtown plaza aspect of Option 2 and least interested in seeing their taxes go up.*

What did you like best from any of the three options you heard?	%
Downtown plaza/Open air plaza/Central meeting place	16%
Catalog/Website	15%
Use existing facilities	12%
Option 1	10%
Community center/Recreation center/Building new facilities	9%
Low cost	6%
Option 2	6%
Additional activities/programs	5%
Mobile programs	4%
Option 3	4%
Other	12%
No/None/Nothing	11%
Don't Know/Refuse	7%

And what did you like least about any of the three options you heard?	%
Additional Taxes/Cost	35%
Community center/Recreation center/Building new facilities	11%
Downtown plaza/Open air plaza/Central meeting place	9%
Cost of Option 3/\$100 Fee	7%
Option 3	5%
Option 1	5%
Mobile programs	4%
Other	10%
No/None/Nothing	9%
Don't Know/Refuse	11%

Q23. In your own words, what did you like best from any of the three options you heard?

Q24. And what did you like least about any of the three options you heard?

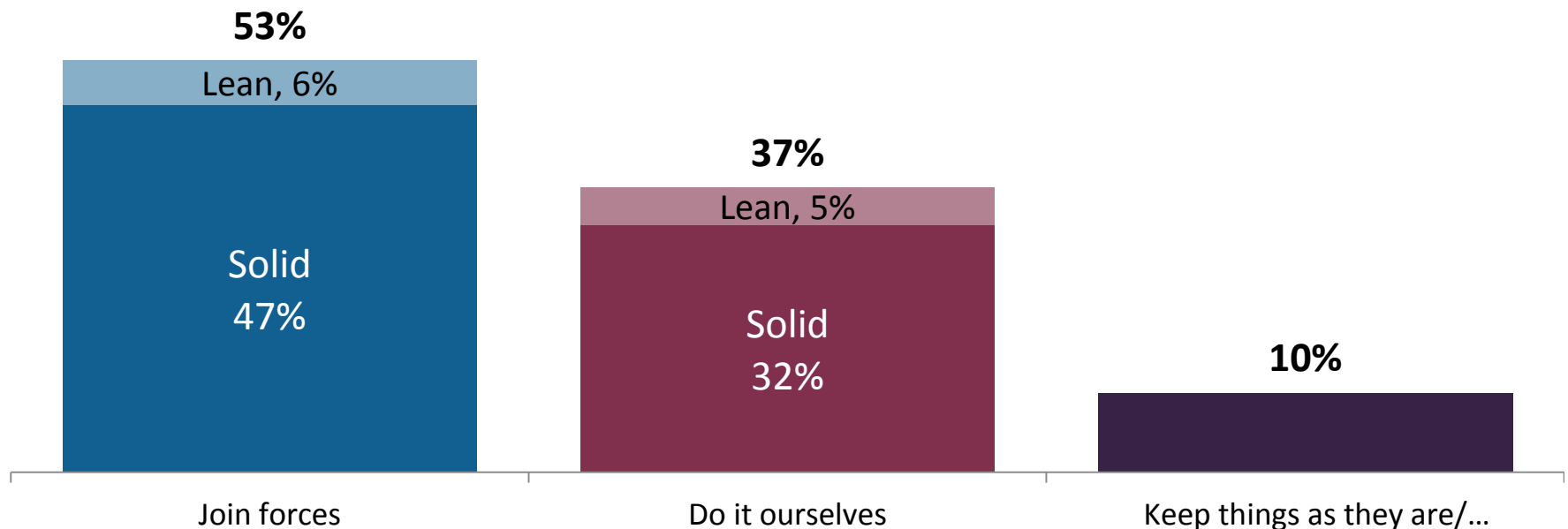


# Partnership with Other Recreation Providers

*When forced to choose, voters are more inclined to say Tigard should partner to offer recreation programs.*

*Which of the following three statements is closest to your opinion, even if none are exactly right?*

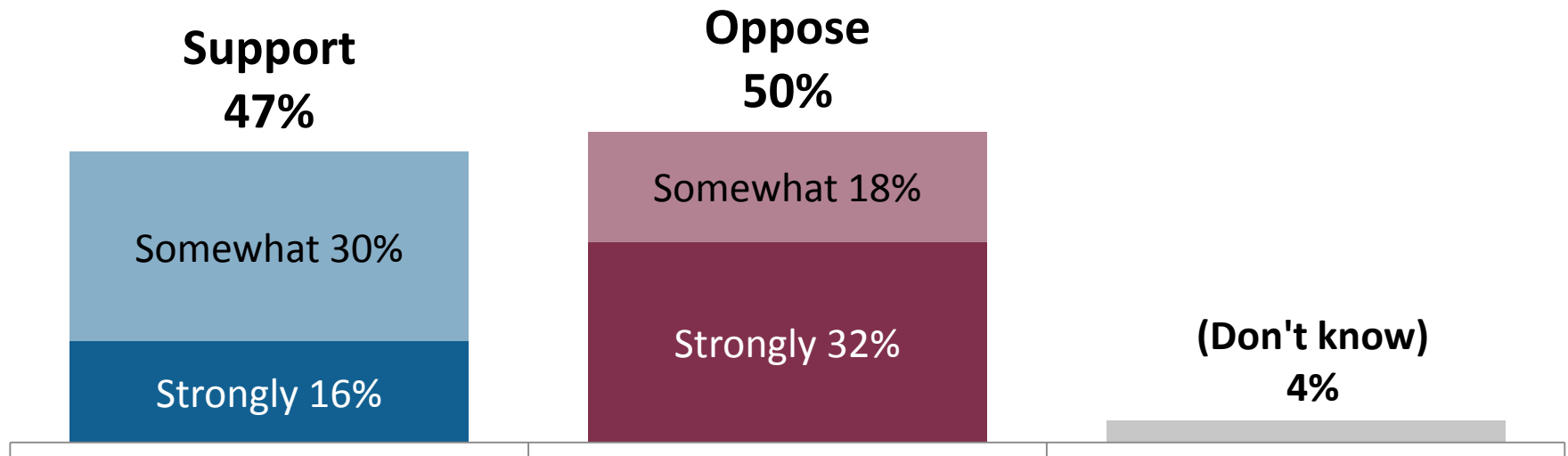
- We should explore joining forces with other partners in our region and pool our resources to provide more and different types of recreation programs in Tigard*
- I'd like to have more or different types of recreation programs here in Tigard but it's better if we do it ourselves to control what's created and make sure resources are spent on what Tigard residents need.*
- We should just keep things as they are*



# Support For a Full Range of Services

*The concept of a parks and recreation program like the one in Tualatin Hills garners a strong level of support given it significantly higher cost than options 2 or 3.*

*The neighboring parks and recreation district, Tualatin Hills Parks and Recreation, offers what many consider to be a full range of recreational programs and activities. This has been built over time with the support of tax dollars. Right now, the average homeowner there pays \$380 per year for these services.*

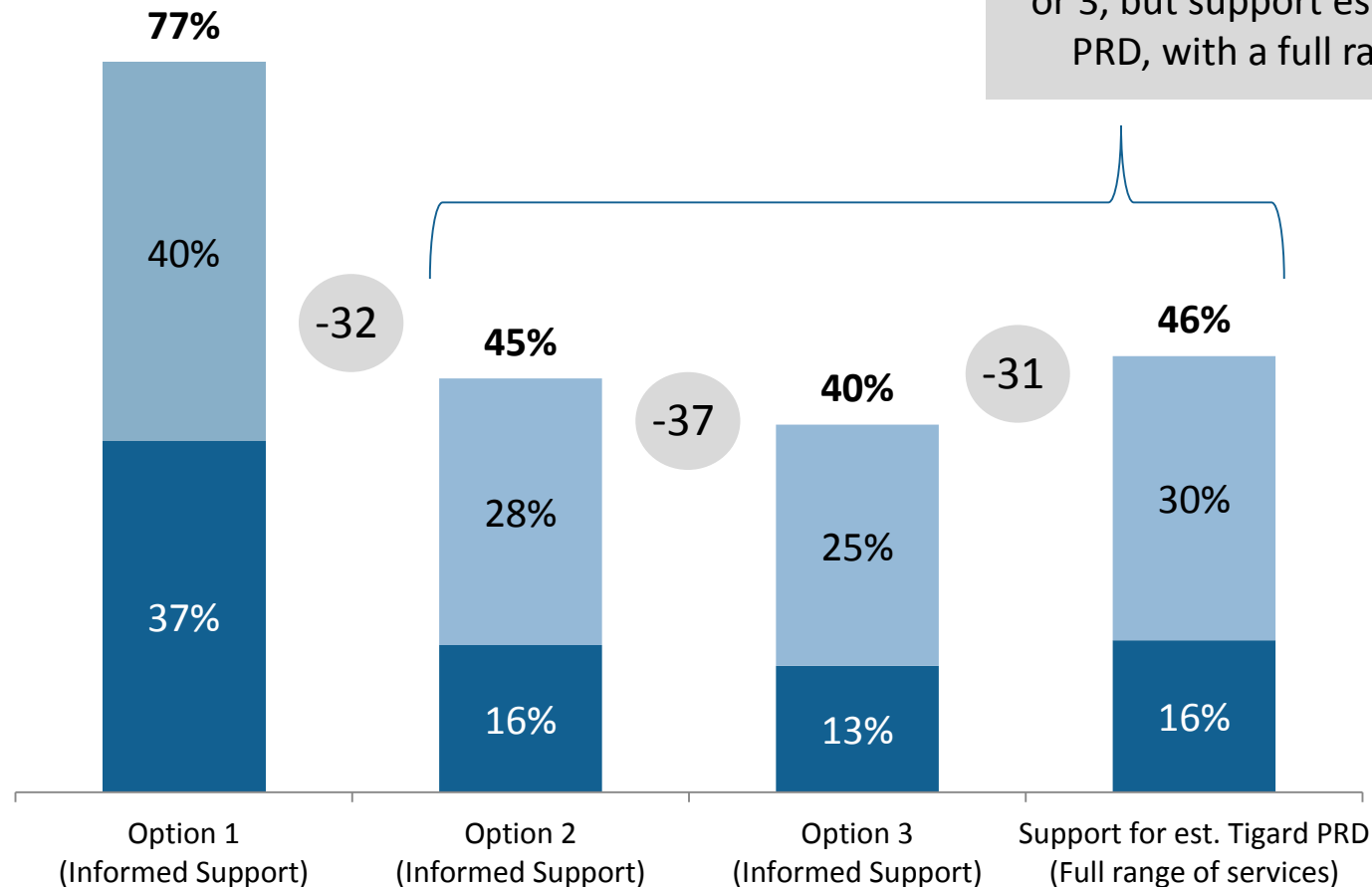


Q26. ...Would you strongly support, somewhat support, somewhat oppose or strongly oppose the creation of a parks and recreation program in Tigard that offered a full range of services for \$380 dollars per year for the average household?

# Identifying Drop-Off/Pick-Up Voters (Movers)

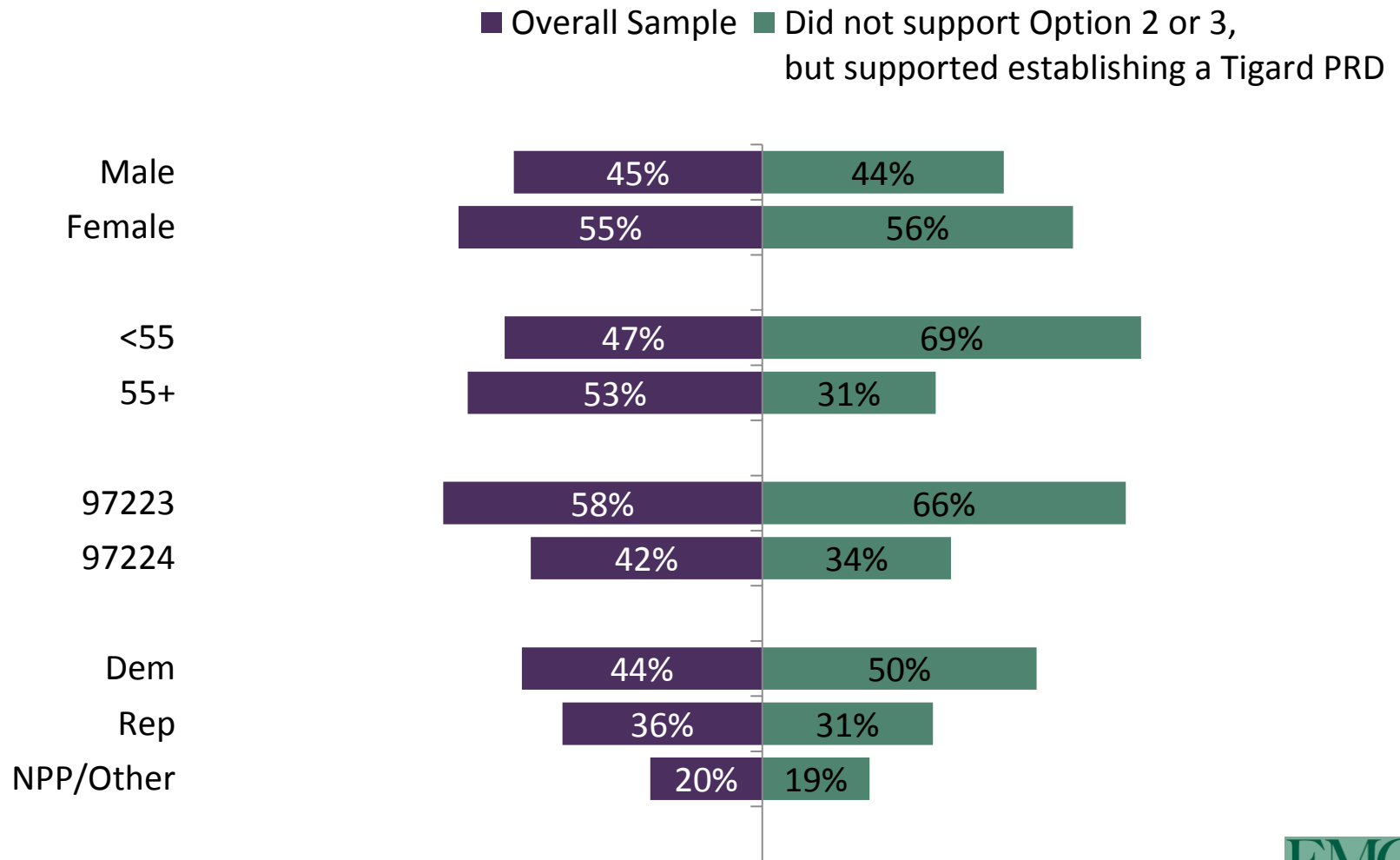
*One-fifth (21%) of voters are supportive of establishing a Tigard PRD, despite their opposition to options 2 and 3, indicating that voters are open to a more substantial recreation option.*

■ Strongly Support    ■ Somewhat Support



# Movers by Demographic Subgroups

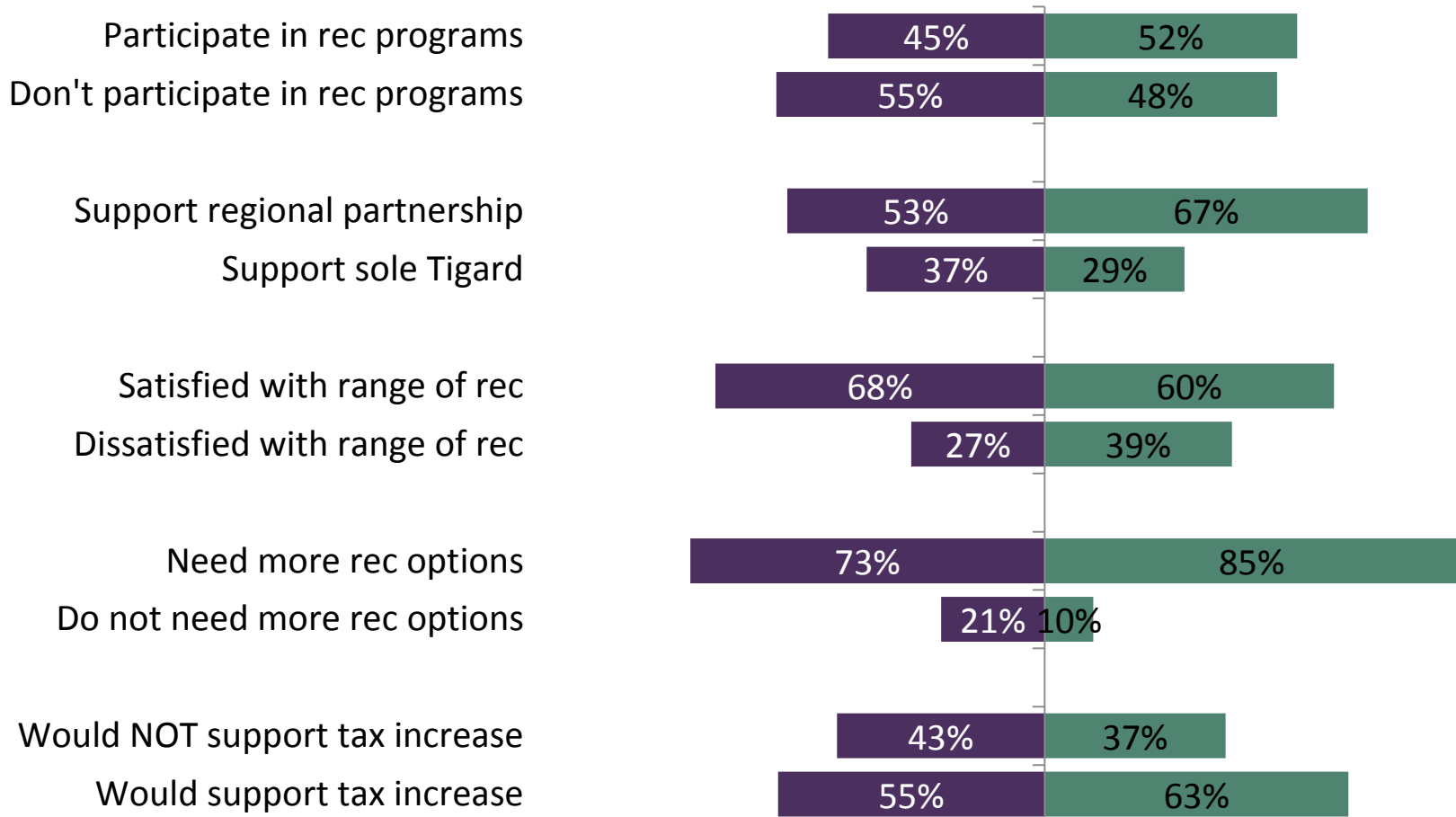
*One way to describe the differences between Options 2 and 3 and the full parks and recreation program at the higher investment amount is to look at the difference in support between them. Younger voters are the biggest movers towards the full parks and recreation program.*



# Movers by Attitudinal Subgroups

*Those who support a regional partnership, those who see a need for more recreation options, and those who are willing to be taxed are all more likely to support a Tigard PRD even though they opposed options 2 and 3.*

■ Overall Sample ■ Did not support Option 2 or 3, but supported establishing a Tigard PRD



# Conclusions

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- ▶ Voters are very satisfied with their quality of life in Tigard, though traffic congestion and related transportation issues are clearly the top concern.
- ▶ While voters give positive ratings to the availability of parks and recreation facilities in Tigard, there is room to improve the availability of recreation programs and events.
- ▶ Ensuring that everyone, regardless of income, is able to access recreation programs and services is one of the most important things the City could do in the recreation space.
- ▶ A series of three recreation options with funding amounts were tested; there is a clear preference (77% Support) for the lowest cost item (\$20/Year per Average Homeowner) that would create an activity catalog along with a grant system.
  - Given the high support for the activity catalog/grant system option, it is likely support would maintain a majority if one component; an open air plaza or mobile program, were included for a small increase in cost.
- ▶ A majority of voters (53%) think the City should be exploring joining forces with other partners in the region to provide more and different types of recreation programs in Tigard.
- ▶ An additional option for a parks and recreation program like what is offered in Tualatin Hills was tested (\$380 per average household). Support for this option is just short of a majority (47% Support), but given that this cost is significantly higher than anything else tested, it suggests voters are open to some sort of full-service option in the future, likely in partnership with other providers in the region.

# Contacts

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**Ian Stewart**

[ian@emcresearch.com](mailto:ian@emcresearch.com)

206.204.8032

**Emily Kirby Goodman**

[Emily@emcresearch.com](mailto:Emily@emcresearch.com)

510.550.8932